

General Session – Closing Keynote

Welcome to the BlindSpot Zone™

Marketing Description:

If you have ever said to yourself, “I didn’t see that coming!” then **Welcome to the BlindSpot Zone™** is a program you won’t want to miss!

Our closing speaker spent 33 months in a federal prison for a crime he didn’t *knowingly* commit because... he had blind spots. What are your blind spots doing to you?

The problem with making ethical decisions is you don’t always know you are in the middle of an ethical dilemma. You simply don’t know what you don’t know! And, sometimes the things you think you know simply are not so.

Blind spots are those unconscious biases, implicit associations, memory traps and thinking errors that affect our behavior and decision-making abilities.

We all have numerous blind spots. They are nearly impossible to recognize if we are not looking for them. In fact, it is easier for us to identify blind spots in others than in ourselves.

Through Kevin’s presentation you will learn how to identify your own blind spots and mitigate their impact at work and at home. As a result, you will be able to make better, more ethical decisions, enjoy better communications, deeper relationships and, ultimately, live your best life. Join us. You won’t want to miss even one minute of Kevin’s opening story!

Brief BIO:

Kevin McCarthy is a full-time Keynote speaker, Trainer and Coach for Making Better Happen, LLC – a Portland, Oregon based company that “helps professionals create lasting authentic change”.

He is a professional member of the **National Speakers Association** and current President for the **Oregon chapter**, where he recently won the “**Member of the Year**” award.

Kevin’s national recognition as the owner of the 13th largest Century 21 real estate franchise in the USA out of more than 6000 offices in 1994 launched his professional speaking career. While traveling throughout North America speaking to thousands of people on hundreds of stages, Kevin developed a web-based software solution that would position his real estate clients for optimum success. He eventually sold his tech company for a substantial sum during the craziness of the dot com era.

His next opportunity blindsided him with a prison sentence he didn’t see coming.

Kevin works globally with industry leaders to uncover the blind spots that affect their behavior and decision-making abilities.

What are your potential blind spots? FREE assessment reveals all at www.KevinMcCarthy.com.